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Club Benson & Hedges Event Costs

1994 Event Costs	
Hospitality Development	$27,267
Production	$89,082
Tampa Mailing Development	$10,000
Tampa Mailing Production	$151,147
TOTAL	$277,496

1995 Event Costs	
Event Materials - Tampa	$40,070
Tampa Mailing (ZDM/Postage)	$77,450
Tampa Event Photography	$2,500
Event Materials:	
Houston	$20,000
San Francisco	$20,000
Atlanta	$20,000
Chicago	$20,000
Miami	$20,000
Florida	$20,000
Pre Event Mailing:	
San Francisco	$75,000
Atlanta	$75,000
Chicago	$75,000
Miami	$75,000
Florida	$75,000
Rapid Response Mailing	$117,655
Event Survey Keying	$35,000
TOTAL	$767,675

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Source: https://www.industrydocuments.ucsf.edu/docs/lmwn0004